**To:** Larry Crutchfield[lcrutchf@blm.gov]; Matthew J Betenson[mbetenso@blm.gov]

From: Cynthia Staszak

**Sent:** 2017-12-13T08:27:35-05:00

Importance: Normal

Subject: Fwd:

**Received:** 2017-12-13T08:27:47-05:00

ATT00001.htm

BLM Utah CommPlan ActiononMonumentReview DOIAPPROVED.docx

Sent from my iPhone

Begin forwarded message:

From: "Ginn, Allison" <a ginn@blm.gov>
Date: December 12, 2017 at 10:45:50 AM MST
To: "Staszak, Cynthia" <c staszak@blm.gov>

I got this yesterday afternoon...

Regards,

Allison Ginn External Affairs (Detail) Bureau of Land Management Utah State Office 801-539-4 195

#### Communication Plan

Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National

Monument and Bears Ears National Monument

## INTRODUCTION

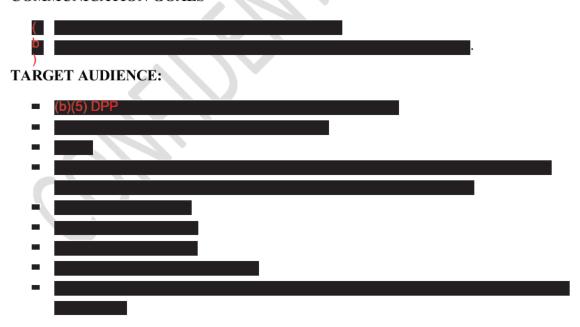
President Trump will visit Utah in early December to announce action on Interior Secretary Zinke's recommendations for the Bears Ears National Monument and Grand Staircase-Escalante National Monument. This plan provides key messaging and information to use during the rollout of the new decisions when responding to both the public and media.

#### BACKGROUND

BLM Utah manages two national monuments: Grand Staircase-Escalante National Monument established by President Clinton in 1996 and Bears Ears National Monument established by President Obama in 2016. Both monuments have been the subject of intense media scrutiny and controversy.

In April 2017, President Trump issued an Executive Order requesting review of certain monuments, including the GSENM and BENM. Secretary Zinke conducted a thorough review and prepared his recommendation to the President.

### **COMMUNICATION GOALS**



DRAFT - Internal Working Document - November 30, 2017 - DRAFT

# **Key Messages**



## STRATEGIES



# I. Secretarial Review of National Monuments Communications Guidance and O&As:

In response to media inquiries:

(b)(5) DPP
If asked about Utah's efforts to transfer federal lands to the state:
(b)(5) DPP
Other talking points (Paraphrased or direct quotes from DOI Press Releases):
(b)(5) DPP
What is the effect of a President's proclamation(s)?
(b)(5) DPP

(b)(5) DPP	
Specifically, what happens to the areas and their resources that are no lomonument?	onger inside the
/EVE\ DDD	
(b)(5) DPP	
What have one to the areas that remain within a rational manuscret?	
What happens to the areas that remain within a national monument?	
(b)(5) DPP	
(-),-)	
Herry does the muscle metion effect with the correct	
How does the proclamation affect public access?	

(h)(5) DPP
(D/O) DIT
How do national monuments affect grazing?
(b)(5) DPP
How does a designation affect military uses of the land and airspace?
(b)(5) DPP